

Exhibit 205

From: [REDACTED]
To: [REDACTED]
Sent: Fri, 19 Aug 2016 12:22:44 -0700
Subject: Re: Need input: projection of 2017 user growth
Cc: Marlo McGriff [REDACTED]

These are all good points [REDACTED] and to be honest I don't have good answers for all of these but I am also sure we can knit this together to have a compelling story. I look forward to spend time next week and coming months to discuss these in great details

On Fri, Aug 19, 2016 at 7:10 AM, [REDACTED] wrote:

Just PM chums.

How can we find out the relative weights of the following factors in the decision to opt-in?

- location burns my battery
- misconception about google selling my location data
- understanding the smörgåsbord of consents
- understanding the features that are enabled/improved by location history
- ... things I haven't thought of.

Maybe we've already done this :)

I wonder if we should spend more effort fixing misconceptions (and making sure they're not accurate!) *about must-haves* rather than raising awareness of delighters? I wouldn't buy a flying car if it didn't have seatbelts...

On Fri, Aug 19, 2016 at 7:00 AM [REDACTED] wrote:

Do you have any estimates on how ID will track these?

On Thursday, August 18, 2016, [REDACTED] wrote:

Our end of year [REDACTED] we should be able to meet [REDACTED]
[REDACTED]
[REDACTED] I want to shoot for [REDACTED] This is an aggressive goal but I want to still shoot for this, we will have to come up with creative ideas to [REDACTED]
[REDACTED]

So my goal would be [REDACTED]

[REDACTED] - please feel free to chime in.

On Thu, Aug 18, 2016 at 3:02 PM, [REDACTED] wrote:

Hi folks,
It is time to [REDACTED] In particular, I need it for [REDACTED] capacity planning.

Please help provide input from your side.

Thanks,

[REDACTED]

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Thanks,

[REDACTED]

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[REDACTED] JK-LON

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Thanks,

[REDACTED]